

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2005 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006	3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006
51	Information								
	Total revenue	281,685	280,689	270,579	283,117	100.0	100.0	100.0	100.0
	Class of customer								
	Government	12,695	11,769	11,224	12,447	4.5	4.2	4.1	4.4
	Business	169,704	169,016	163,566	174,836	60.2	60.2	60.5	61.8
	Household consumers and individual users.....	99,286	99,904	95,789	95,834	35.2	35.6	35.4	33.8
511	Publishing industries (except Internet)								
	Total revenue	72,993	71,652	69,813	75,979	100.0	100.0	100.0	100.0
	Class of customer								
	Government	4,785	4,183	3,921	4,663	6.6	5.8	5.6	6.1
	Business	57,564	56,117	55,074	60,319	78.9	78.3	78.9	79.4
	Household consumers and individual users.....	10,644	11,352	10,818	10,997	14.6	15.8	15.5	14.5
51111	Newspaper publishers								
	Total revenue	11,523	12,003	11,245	13,126	100.0	100.0	100.0	100.0
	Class of customer								
	Government	210	229	207	173	1.8	1.9	1.8	1.3
	Business	9,147	9,535	8,865	10,846	79.4	79.4	78.8	82.6
	Household consumers and individual users.....	2,166	2,239	2,173	2,107	18.8	18.7	19.3	16.1
51112	Periodical publishers								
	Total revenue	12,299	12,450	11,421	12,739	100.0	100.0	100.0	100.0
	Class of customer								
	Government	95	105	185	251	0.8	0.8	1.6	2.0
	Business	9,937	9,807	9,010	9,932	80.8	78.8	78.9	78.0
	Household consumers and individual users.....	2,267	2,538	2,226	2,556	18.4	20.4	19.5	20.1
5111 pt	Book, directory and mailing list, and other publishers ¹								
	Total revenue	14,793	12,437	11,795	13,645	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,994	1,287	1,124	1,690	13.5	10.3	9.5	12.4
	Business	9,795	8,287	8,000	8,943	66.2	66.6	67.8	65.5
	Household consumers and individual users.....	3,004	2,863	2,671	3,012	20.3	23.0	22.6	22.1
5112	Software publishers								
	Total revenue	34,378	34,762	35,352	36,469	100.0	100.0	100.0	100.0
	Class of customer								
	Government	2,486	2,562	2,405	2,549	7.2	7.4	6.8	7.0
	Business	28,685	28,488	29,199	30,598	83.4	82.0	82.6	83.9
	Household consumers and individual users.....	3,207	3,712	3,748	3,322	9.3	10.7	10.6	9.1
512	Motion picture and sound recording industries								
	Total revenue	25,379	26,871	24,841	27,686	100.0	100.0	100.0	100.0
	Class of customer								
	Government	209	187	197	171	0.8	0.7	0.8	0.6
	Business	19,079	20,472	19,170	21,726	75.2	76.2	77.2	78.5
	Household consumers and individual users.....	6,091	6,212	5,474	5,789	24.0	23.1	22.0	20.9

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2005 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006	3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006
515	Broadcasting (except Internet)								
	Total revenue	24,385	25,068	23,615	26,029	100.0	100.0	100.0	100.0
	Class of customer								
	Government	255	280	312	368	1.0	1.1	1.3	1.4
	Business	22,797	23,375	22,029	24,360	93.5	93.2	93.3	93.6
	Household consumers and individual users.....	1,333	1,413	1,274	1,301	5.5	5.6	5.4	5.0
5151	Radio and television broadcasting								
	Total revenue	13,453	14,598	14,054	15,711	100.0	100.0	100.0	100.0
	Class of customer								
	Government	242	253	285	336	1.8	1.7	2.0	2.1
	Business	12,549	13,672	13,186	14,779	93.3	93.7	93.8	94.1
	Household consumers and individual users.....	662	673	583	596	4.9	4.6	4.1	3.8
5152	Cable and other subscription programming								
	Total revenue	10,932	10,470	9,561	10,318	100.0	100.0	100.0	100.0
	Class of customer								
	Government	\$	\$	\$	\$	\$	\$	\$	\$
	Business	10,248	9,703	8,843	9,581	93.7	92.7	92.5	92.9
	Household consumers and individual users.....	671	740	691	705	6.1	7.1	7.2	6.8
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services								
	Total revenue	15,615	15,032	14,445	13,795	100.0	100.0	100.0	100.0
	Class of customer								
	Government	2,083	1,668	1,647	1,818	13.3	11.1	11.4	13.2
	Business	9,009	8,091	7,548	7,508	57.7	53.8	52.3	54.4
	Household consumers and individual users.....	4,523	5,273	5,250	4,469	29.0	35.1	36.3	32.4
517	Telecommunications								
	Total revenue	125,414	123,566	120,477	121,453	100.0	100.0	100.0	100.0
	Class of customer								
	Government	3,567	3,448	3,390	3,714	2.8	2.8	2.8	3.1
	Business	46,783	46,203	45,999	46,599	37.3	37.4	38.2	38.4
	Household consumers and individual users.....	75,064	73,915	71,088	71,140	59.9	59.8	59.0	58.6
5171	Wired telecommunications carriers								
	Total revenue	47,955	47,872	47,610	49,592	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,514	1,537	1,487	1,883	3.2	3.2	3.1	3.8
	Business	24,918	24,929	25,139	24,952	52.0	52.1	52.8	50.3
	Household consumers and individual users.....	21,523	21,406	20,984	22,757	44.9	44.7	44.1	45.9
5172	Wireless telecommunications carriers (except satellite)								
	Total revenue	45,584	43,877	42,802	41,814	100.0	100.0	100.0	100.0
	Class of customer								
	Government	\$	\$	\$	\$	\$	\$	\$	\$
	Business	\$	\$	\$	\$	\$	\$	\$	\$
	Household consumers and individual users.....	\$	\$	\$	\$	\$	\$	\$	\$

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2005 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006	3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006
5175	Cable and other program distribution								
	Total revenue	25,720	25,739	24,151	24,129	100.0	100.0	100.0	100.0
	Class of customer								
	Government	193	198	194	195	0.8	0.8	0.8	0.8
	Business	2,905	2,919	2,941	3,397	11.3	11.3	12.2	14.1
	Household consumers and individual users.....	22,622	22,622	21,016	20,537	88.0	87.9	87.0	85.1
517 pt	Other telecommunications ²								
	Total revenue	6,155	6,078	5,914	5,918	100.0	100.0	100.0	100.0
	Class of customer								
	Government	327	315	300	294	5.3	5.2	5.1	5.0
	Business	4,903	4,804	4,742	4,794	79.7	79.0	80.2	81.0
	Household consumers and individual users.....	925	959	S	S	15.0	15.8	S	S
5182	Data processing, hosting, and related services								
	Total revenue	17,899	18,500	17,388	18,175	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,796	2,003	1,757	1,713	10.0	10.8	10.1	9.4
	Business	14,472	14,758	13,746	14,324	80.9	79.8	79.1	78.8
	Household consumers and individual users.....	1,631	1,739	S	2,138	9.1	9.4	S	11.8

(p) Preliminary estimate. (r) Revised estimate.

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

(1) Includes NAICS 51113 (book publishers), 51114 (directory and mailing list publishers), and 51119 (other publishers).

(2) Includes NAICS 5173 (telecommunications resellers), 5174 (satellite telecommunications), and 5179 (other telecommunications).

Note: Sector totals and subsector totals may include data for kinds of business not shown. Detail percents may not add to 100 percent due to rounding. Table 4 provides estimated measures of sampling variability. Data users who create their own estimates using data from this report should cite the U.S. Census Bureau as the source of the original data only. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
			3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006
51	Information					
	Total revenue	0.8	X	X	X	X
	Class of customer					
	Government	2.9	0.1	0.2	0.1	0.1
	Business	0.6	0.3	0.2	0.3	0.3
	Household consumers and individual users.....	1.4	0.3	0.3	0.3	0.2
511	Publishing industries (except Internet)					
	Total revenue	2.1	X	X	X	X
	Class of customer					
	Government	4.4	0.2	0.2	0.2	0.3
	Business	2.4	0.4	0.5	0.5	0.6
	Household consumers and individual users.....	2.9	0.4	0.4	0.4	0.5
51111	Newspaper publishers					
	Total revenue	4.6	X	X	X	X
	Class of customer					
	Government	14.0	0.3	0.3	0.3	0.2
	Business	4.8	0.8	0.8	0.6	0.9
	Household consumers and individual users.....	5.8	0.8	0.8	0.6	0.5
51112	Periodical publishers					
	Total revenue	6.3	X	X	X	X
	Class of customer					
	Government	11.1	0.1	0.1	0.1	0.1
	Business	7.8	2.0	1.8	2.0	1.9
	Household consumers and individual users.....	9.3	2.0	1.8	1.9	1.9
5111 pt	Book, directory and mailing list, and other publishers					
	Total revenue	2.1	X	X	X	X
	Class of customer					
	Government	6.4	0.8	0.9	0.5	0.4
	Business	2.7	0.9	1.1	0.6	0.8
	Household consumers and individual users.....	3.8	0.9	0.8	0.6	0.9
5112	Software publishers					
	Total revenue	3.3	X	X	X	X
	Class of customer					
	Government	6.8	0.3	0.5	0.4	0.6
	Business	3.5	0.3	0.5	0.5	0.6
	Household consumers and individual users.....	4.5	0.4	0.4	0.4	0.4
512	Motion picture and sound recording industries					
	Total revenue	2.1	X	X	X	X
	Class of customer					
	Government	21.8	0.2	0.2	0.2	0.1
	Business	2.6	1.8	1.7	0.9	0.8
	Household consumers and individual users.....	6.6	1.9	1.8	1.0	0.8

See footnotes at end of table.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006
515	Broadcasting (except Internet)					
	Total revenue	2.4	X	X	X	X
	Class of customer					
	Government	8.5	0.1	0.1	0.1	0.3
	Business	2.7	0.4	0.5	0.3	0.4
	Household consumers and individual users.....	5.5	0.4	0.4	0.3	0.2
5151	Radio and television broadcasting					
	Total revenue	3.2	X	X	X	X
	Class of customer					
	Government	9.8	0.2	0.2	0.2	0.5
	Business	3.8	0.7	0.6	0.6	0.7
	Household consumers and individual users.....	8.8	0.6	0.5	0.5	0.4
5152	Cable and other subscription programming					
	Total revenue	1.6	X	X	X	X
	Class of customer					
	Government	S	S	S	S	S
	Business	1.4	0.4	0.4	0.3	0.3
	Household consumers and individual users.....	5.7	0.4	0.4	0.2	0.2
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services					
	Total revenue	6.3	X	X	X	X
	Class of customer					
	Government	20.0	1.5	1.6	0.9	1.7
	Business	7.8	4.1	2.9	3.4	2.2
	Household consumers and individual users.....	12.0	3.9	3.3	3.6	2.3
517	Telecommunications					
	Total revenue	1.6	X	X	X	X
	Class of customer					
	Government	3.2	0.1	0.1	0.1	0.1
	Business	2.4	0.5	0.5	0.4	0.5
	Household consumers and individual users.....	1.5	0.5	0.5	0.5	0.5
5171	Wired telecommunications carriers					
	Total revenue	3.6	X	X	X	X
	Class of customer					
	Government	4.2	Z	Z	Z	Z
	Business	2.3	1.0	0.9	1.0	0.8
	Household consumers and individual users.....	5.4	1.0	0.8	0.9	0.8
5172	Wireless telecommunications carriers (except satellite)					
	Total revenue	1.1	X	X	X	X
	Class of customer					
	Government	S	S	S	S	S
	Business	S	S	S	S	S
	Household consumers and individual users.....	S	S	S	S	S

See footnotes at end of table.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	3Q 2007 (p)	2Q 2007 (r)	1Q 2007	4Q 2006
5175	Cable and other program distribution					
	Total revenue	1.3	X	X	X	X
	Class of customer					
	Government	13.4	0.1	0.1	0.1	0.1
	Business	10.6	1.0	1.1	1.3	1.3
517 pt	Household consumers and individual users.....	1.1	1.1	1.1	1.3	1.3
	Other telecommunications					
	Total revenue	5.3	X	X	X	X
	Class of customer					
	Government	6.2	0.5	0.5	0.2	0.2
5182	Business	6.6	2.9	2.9	2.5	3.2
	Household consumers and individual users.....	21.2	2.9	3.0	S	S
	Data processing, hosting, and related services					
	Total revenue	4.4	X	X	X	X
	Class of customer					
	Government	14.4	1.1	1.8	1.3	1.0
	Business	5.8	2.6	3.2	3.3	3.6
	Household consumers and individual users.....	22.1	2.0	1.9	S	2.7

(p) Preliminary estimate. (r) Revised estimate. X Not applicable. Z Less than .05 percent.

S Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

(1) The medians are based on estimates for the most recent four quarters.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.